



Old Fourth Ward Master Plan 2008

Sponsored by:

THE CITY OF ATLANTA

DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT

Draft Recommendations

July 17, 2008



Welcome

Kwanza Hall

Atlanta City Council

District 2



Old Fourth Ward Master Plan 2008

Draft Recommendations

July 17, 2008



What is the Plan?



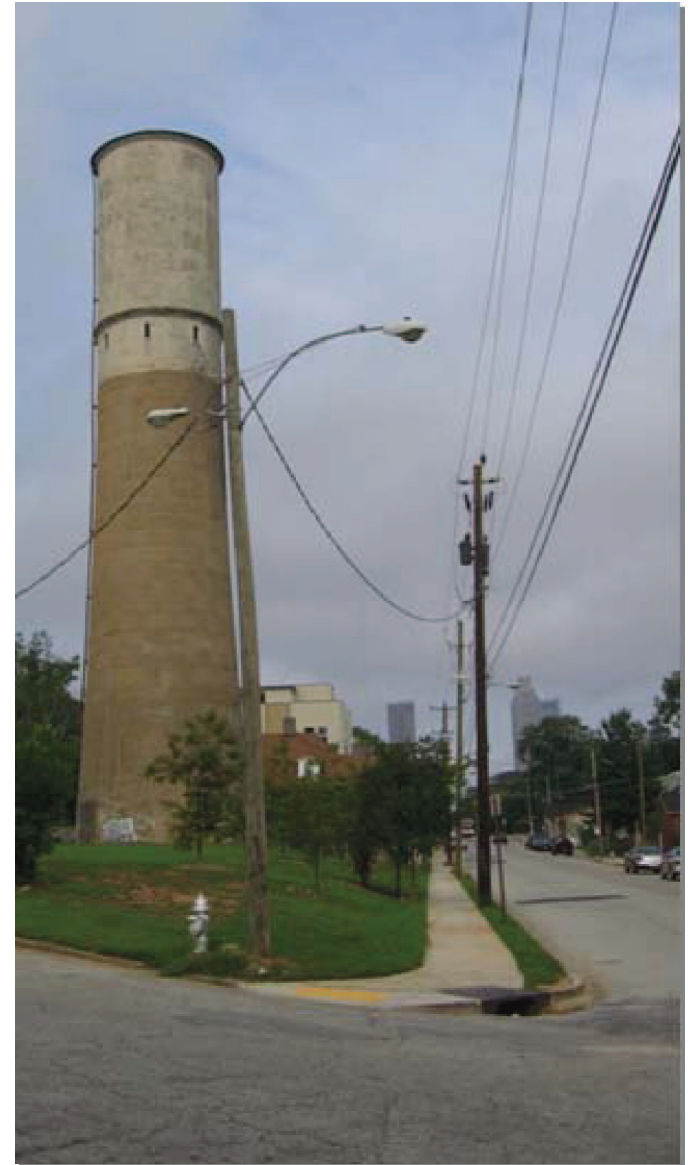
Study Area

- Boundaries
 - North: Ponce & North Avenue
 - South: DeKalb Avenue
 - East: BeltLine Rail Corridor
 - West: Piedmont Avenue (north of Freedom Parkway)
 - West: Boulevard Drive (south of Freedom Parkway)
- Total Area:
 - 1.2 Square Miles
 - 763 Acres
 - 1,963 Parcels (2,100 with abutters)



Plan Elements

- Context & History
- Land Use
- Infrastructure & Facilities
- Parks & Greenspace
- Urban Design
- Transportation
- Historic Preservation & Resources
- Housing
- Economic Development
- Demographics & Economic Trends



Visioning

- What can we do now to create the Old Fourth Ward we want to see in 25 or 50 years?
- How can we encourage a diverse and sustainable mix of housing, employment, shopping business, and open space?
- How can we accommodate and encourage smart growth and redevelopment while protecting the neighborhood's existing character, businesses and residents?



Visioning

- What can we do to improve the neighborhood's visual character?
- How can we re-establish broken connections across the BeltLine, Freedom Parkway, and the Connector?
- How can we leverage growth and development along the BeltLine to foster improvements throughout the neighborhood?
- How can we create a strong identity and character for the Old Fourth Ward?



Planning Process



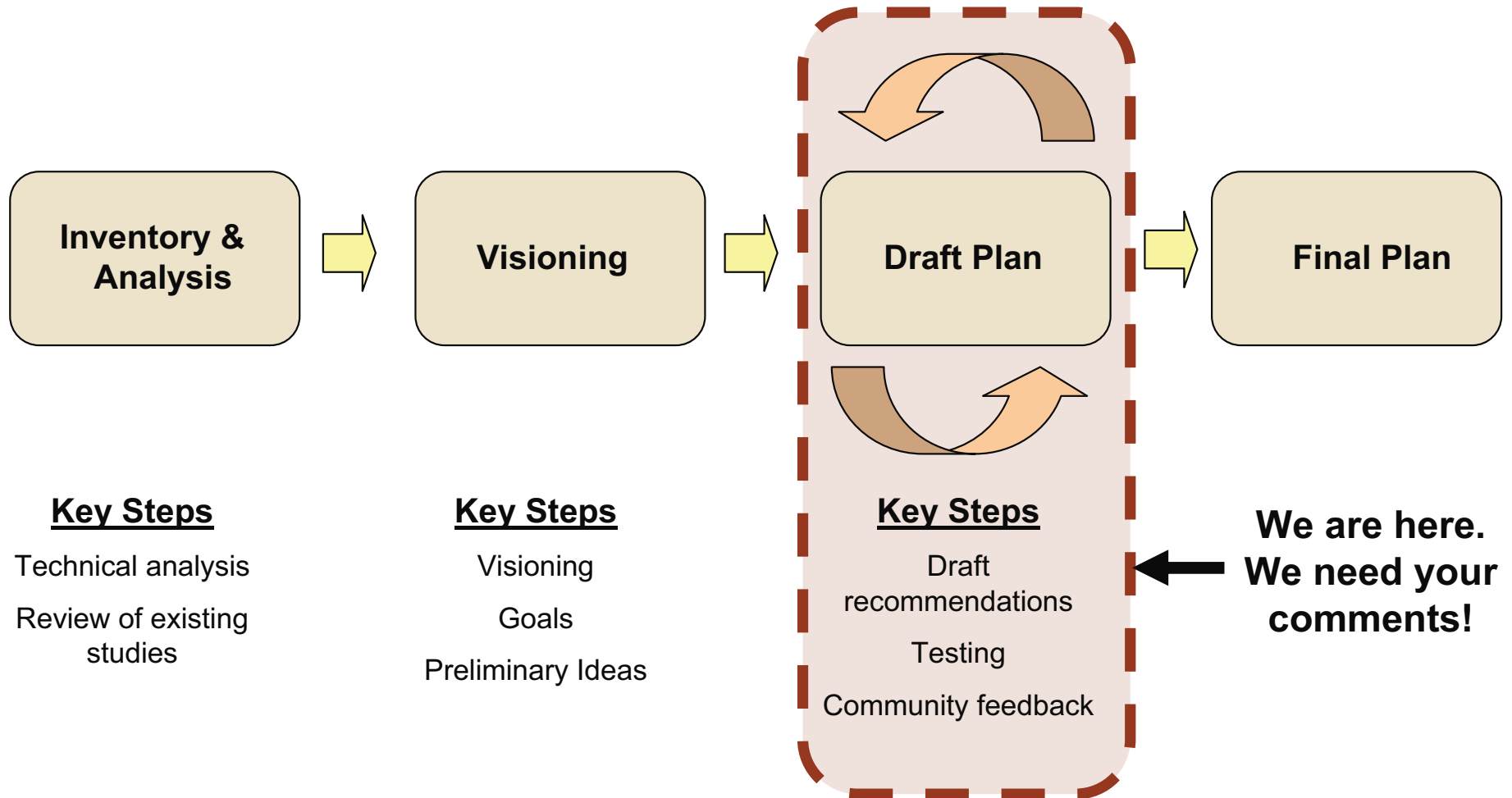
Planning Process

Public Outreach

- Kickoff Meeting
- Existing Conditions
- Visioning & Goals
- Preliminary Findings
- Final Recommendations



Planning Process

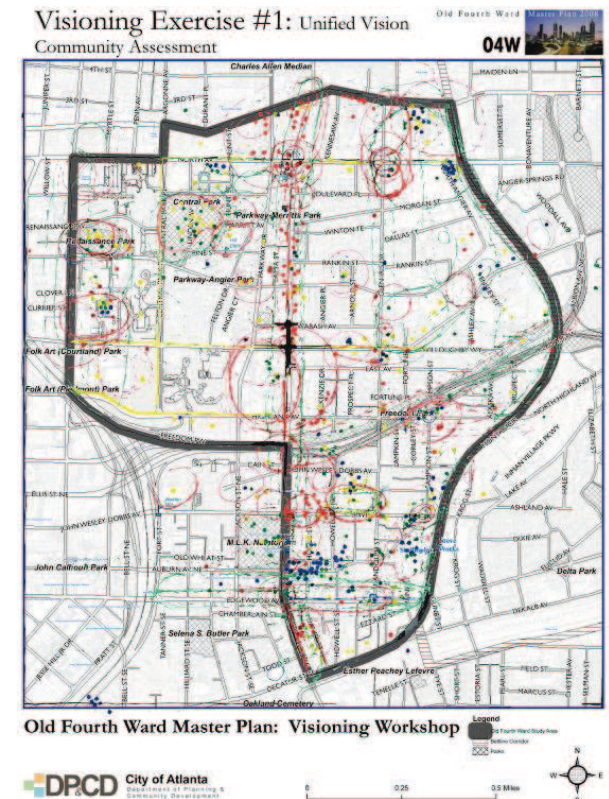
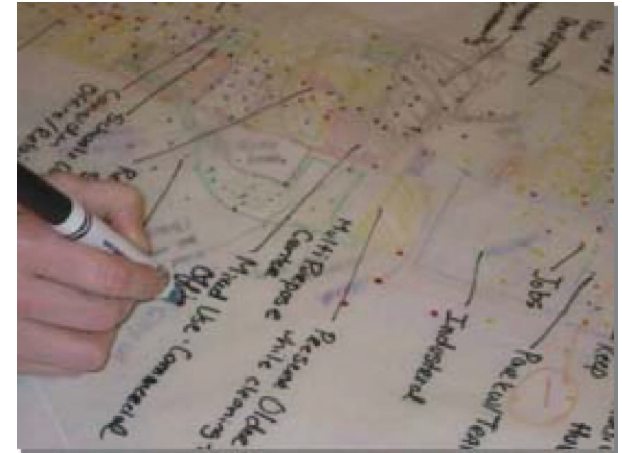


Planning Process

Recommendations are based on:

- Community ideas
- Sustainability charrette
- Other working groups
- Land use & transportation analysis
- Urban design analysis

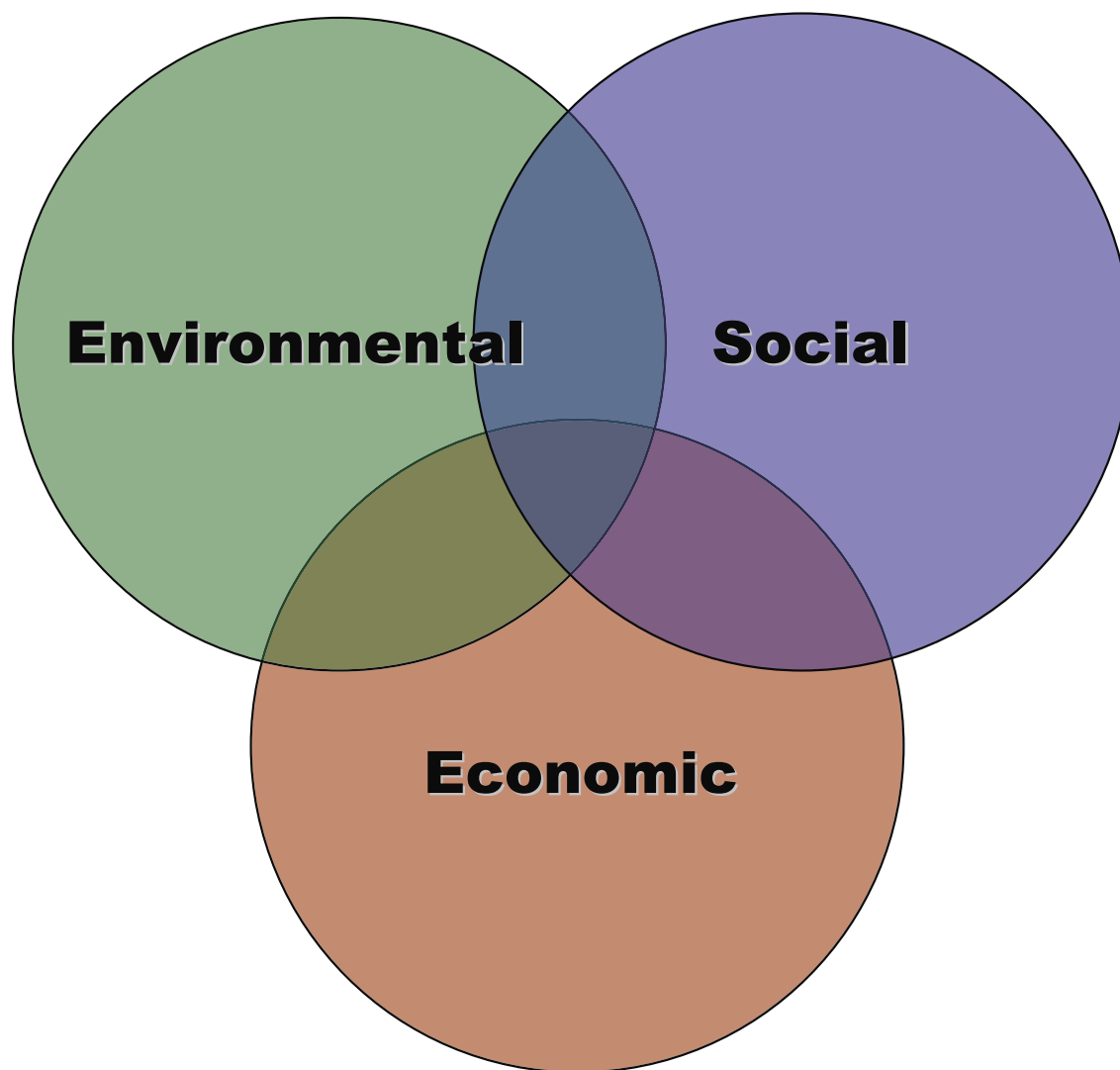
Your comments are essential to make sure that the draft plan reflects your vision.



Guiding Principal: *Sustainability*



Sustainability



Environmental Sustainability

- Alternative transportation improvements
- Pedestrian-oriented development
- New trees and parks
 - Improve air quality
 - Community gardens for locally grown food
- More efficient buildings
 - Adaptive reuse of existing structures
 - Require LEED certification
- Improve stormwater management
 - New facilities slow runoff and provide community amenities



Social Sustainability

- Preserve single-family areas
- Encourage affordable housing
 - Variety of unit sizes and types
 - Mix of incomes within a small area
- Allow residents to age in place
- Promote compact development
- Create shared outdoor space
- Emphasize neighborhood history
 - Preserve historic structures
 - Promote neighborhood identity through local history



Economic Sustainability

- Leverage economic incentives
 - Increase affordable housing units, especially for the elderly
 - Provide more jobs for local residents
- Require quality building
 - Condition new developments to use materials that will retain value
 - Lower energy and maintenance costs
- Increase safety through design
- Expand infrastructure
 - Build facilities to serve the neighborhood for the next 25 years



Recommendations



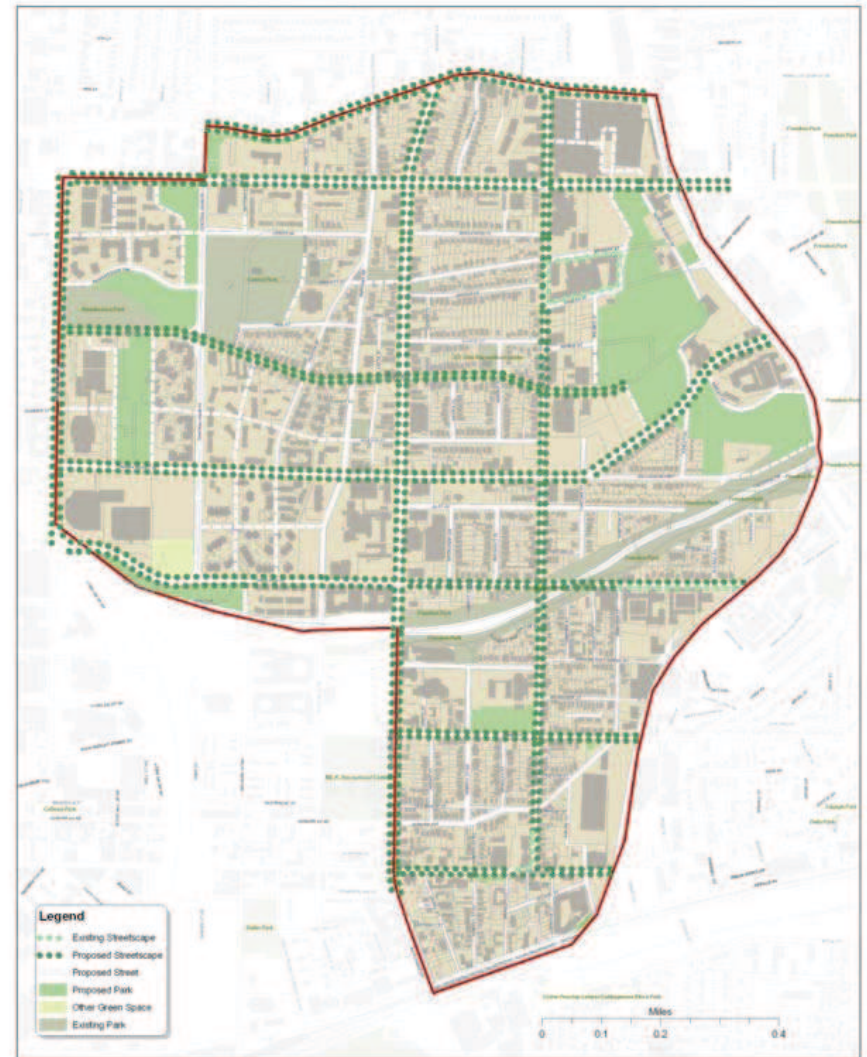
You asked for a plan that...

- Provides a cohesive vision of well connected greenspace
- Enhances safety in parks
- Expands greenspace throughout the neighborhood



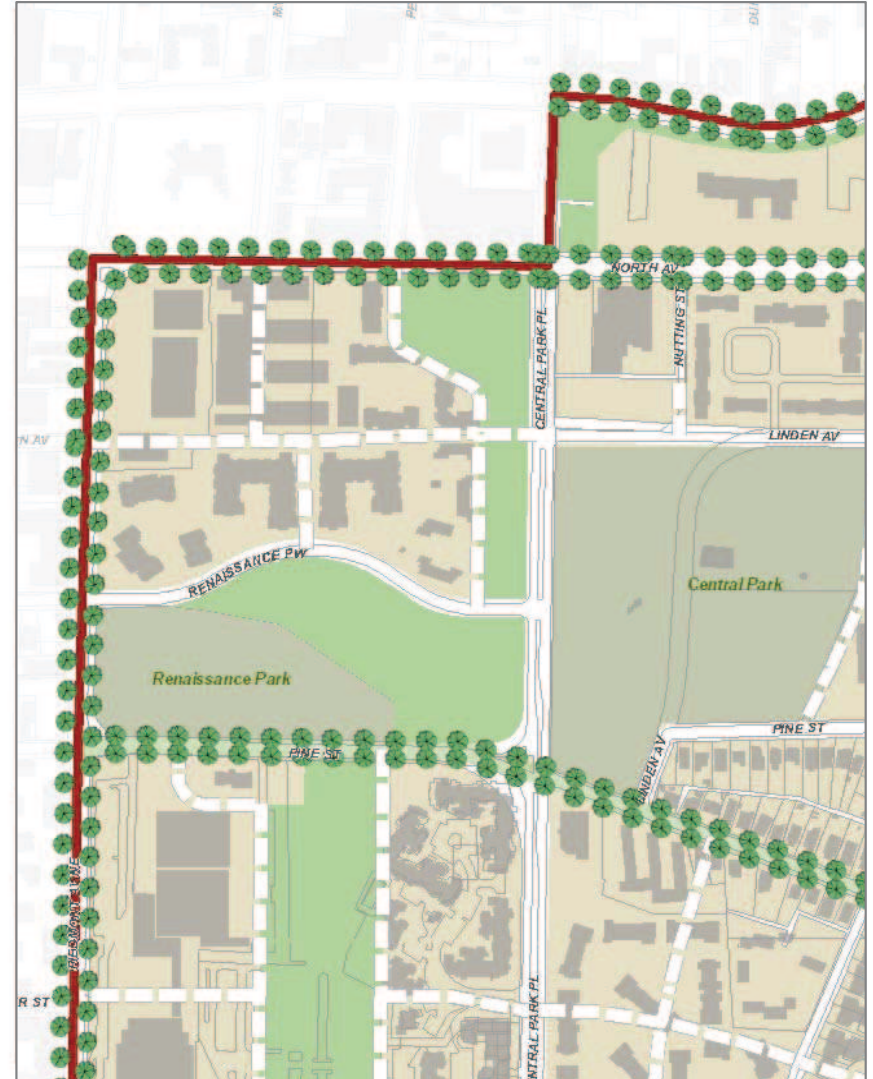
The Draft Master Plan Recommends:

- Supporting North Ave. Park
 - Provide a significant amount of park space in new development
 - Enhance environmental appeal with stormwater features
- Creating a new square on Edgewood Avenue
- Developing an interconnected streetscape network
 - Continuous “green” links throughout Old Fourth Ward



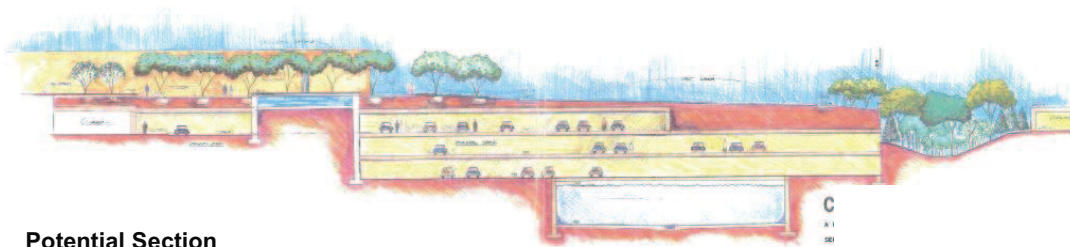
The Draft Master Plan Recommends:

- Expanding Renaissance Park
 - Improve visibility into the interior
 - Create a dog park
 - Provide community garden space
- Creating a new park along Central Park Place
 - Build park in place of flood-prone Cityplace apartments
 - Include stormwater ponds and irrigation for surrounding parks and gardens

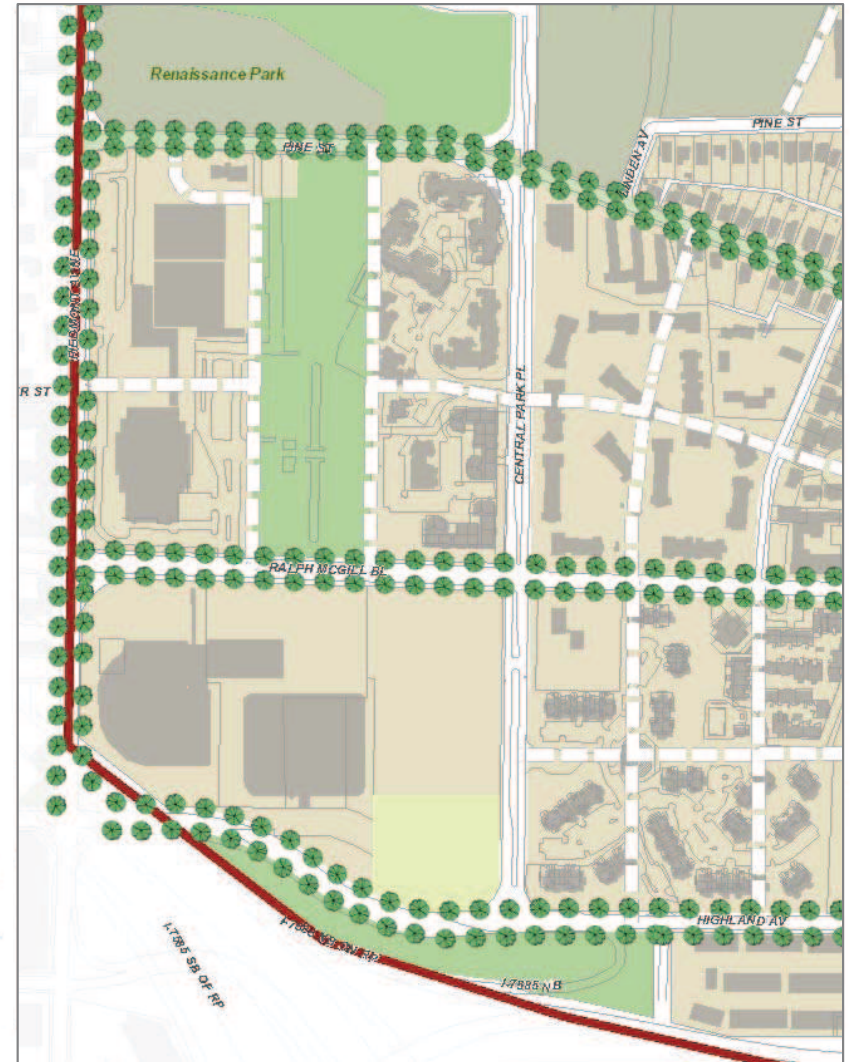


The Draft Master Plan Recommends:

- Creating a park on the Civic Center parking lot
 - Cistern below for water detention
 - Parking deck above
 - Park on top
 - Detailed design required to provide transition to adjacent parcels



Potential Section
(for illustrative purposes only)



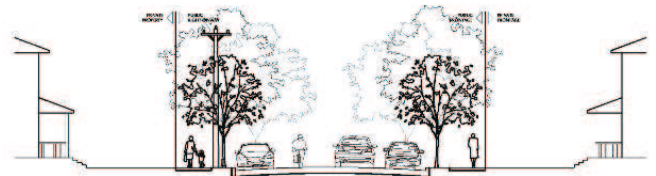
The Draft Master Plan Recommends:

- Enhancing existing small parks
- Encouraging art in parks
 - Focus on history and character of the Old Fourth Ward
- Requiring open space in new developments
 - Require small pocket parks or plazas as zoning conditions for new developments
- Establishing community gardens
 - As many as possible in existing and proposed parks
 - “Edible landscapes”



The Draft Master Plan Recommends:

- Transforming Angier Street into a “Green Street”
 - Slow traffic with planted medians, bulbouts, chicanes, and other traffic calming devices
 - Encourage property owners to plant trees in front yards
 - Connect existing and proposed parks
- Creating open space around water tower
 - New privately-owned greenspace on a portion of property
 - Repair existing structure



You asked for a plan that...

- Provides high quality development
- Focuses on sustainability
- Preserves a sense of place



The Draft Master Plan Recommends:

- Requiring all new buildings to be LEED Certified
 - Energy efficiency
 - Low impact materials
 - Etc.
- Expanding the Peachtree Fire District to the Old Fourth Ward
 - Will immediately require higher quality construction



The Draft Master Plan Recommends:

- Amending MLK district zoning
- Encouraging rehabilitation and reuse of existing buildings
 - David T. Howard School could be used as an educational facility and park space
 - Buildings at Glen Iris and Ralph McGill could be used for commercial or mixed uses



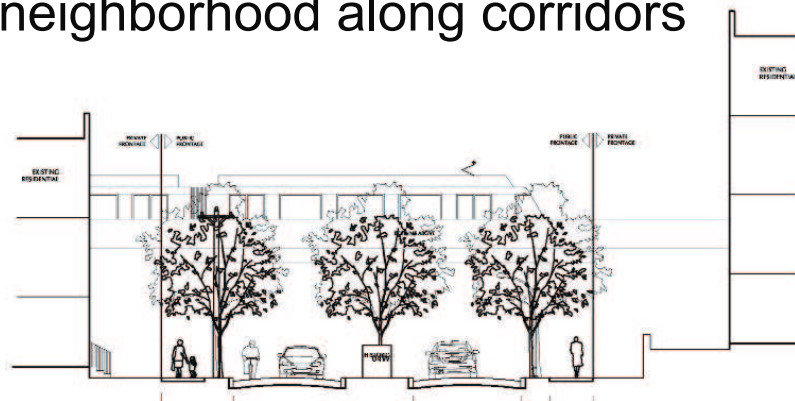
The Draft Master Plan Recommends:

- Enforcing streetscape standards for new developments
 - New sidewalks, street trees, street furniture, and street lights
 - Appropriate supplemental zones
- Requiring good urbanism for safety
 - Buildings that face the street
 - Parking in the rear
 - No gated communities
- Encouraging appropriate style
 - Traditional buildings in historic areas
 - Variety of architecture in other areas
 - Quality materials



The Draft Master Plan Recommends:

- Preserving key historic resources:
 - The King Landmark District
 - City Hall East
 - Neighborhood churches, single-family areas, and apartment buildings
 - Historic building at Glen Iris and JW Dobbs
- Designing gateway markers for neighborhood entrances
 - “Brand” neighborhood along corridors



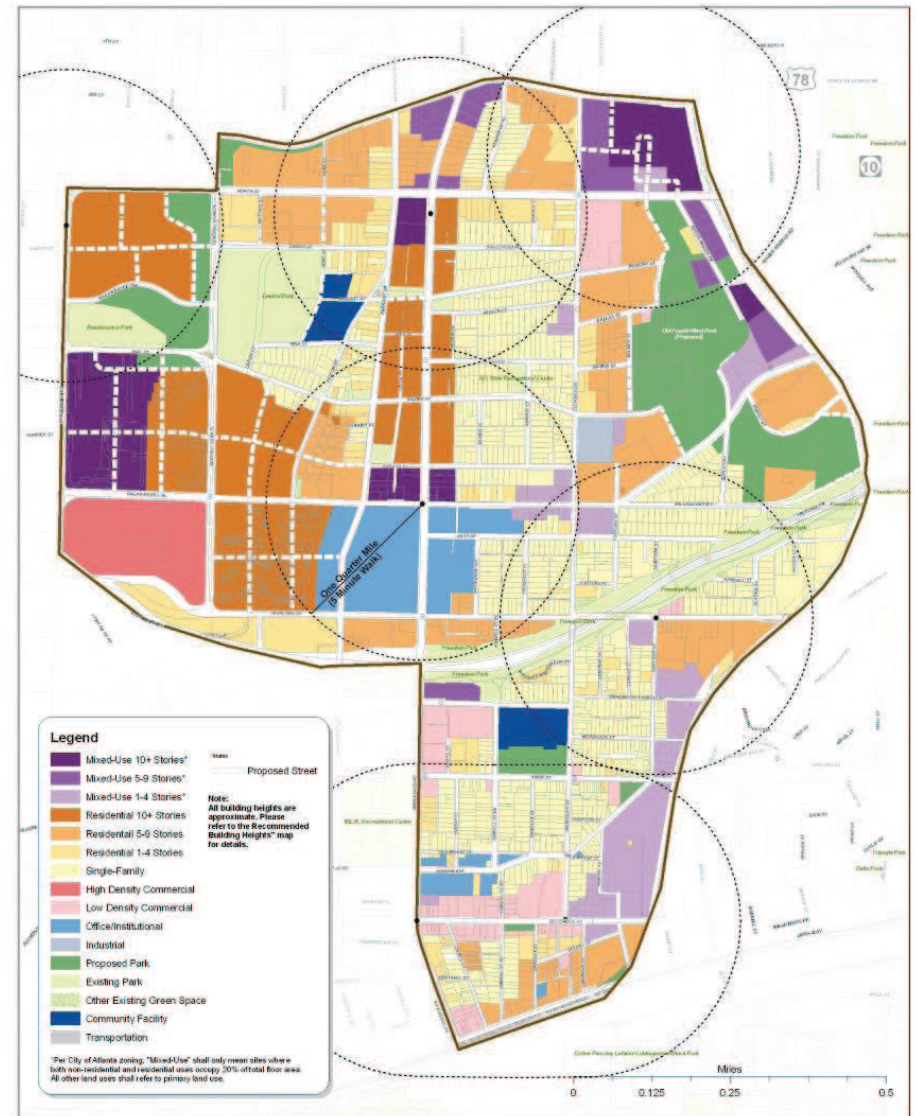
You asked for a plan that...

- Encourages appropriate new growth
- Preserves existing single-family areas



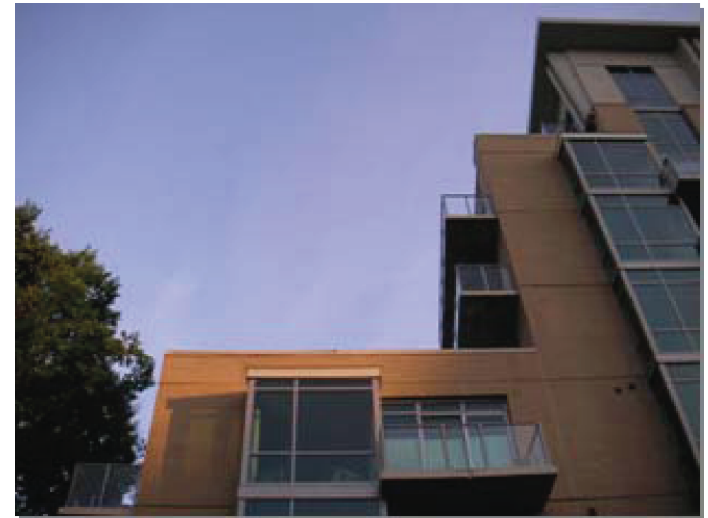
The Draft Master Plan Recommends:

- Providing a mix of land uses
- Focusing redevelopment along corridors and near transit
- Preserving existing character west of Boulevard
 - Zoned RG-4, 1.49 FAR
 - Transfer unused development potential to Boulevard
 - Incentive for existing homeowners to keep historic buildings



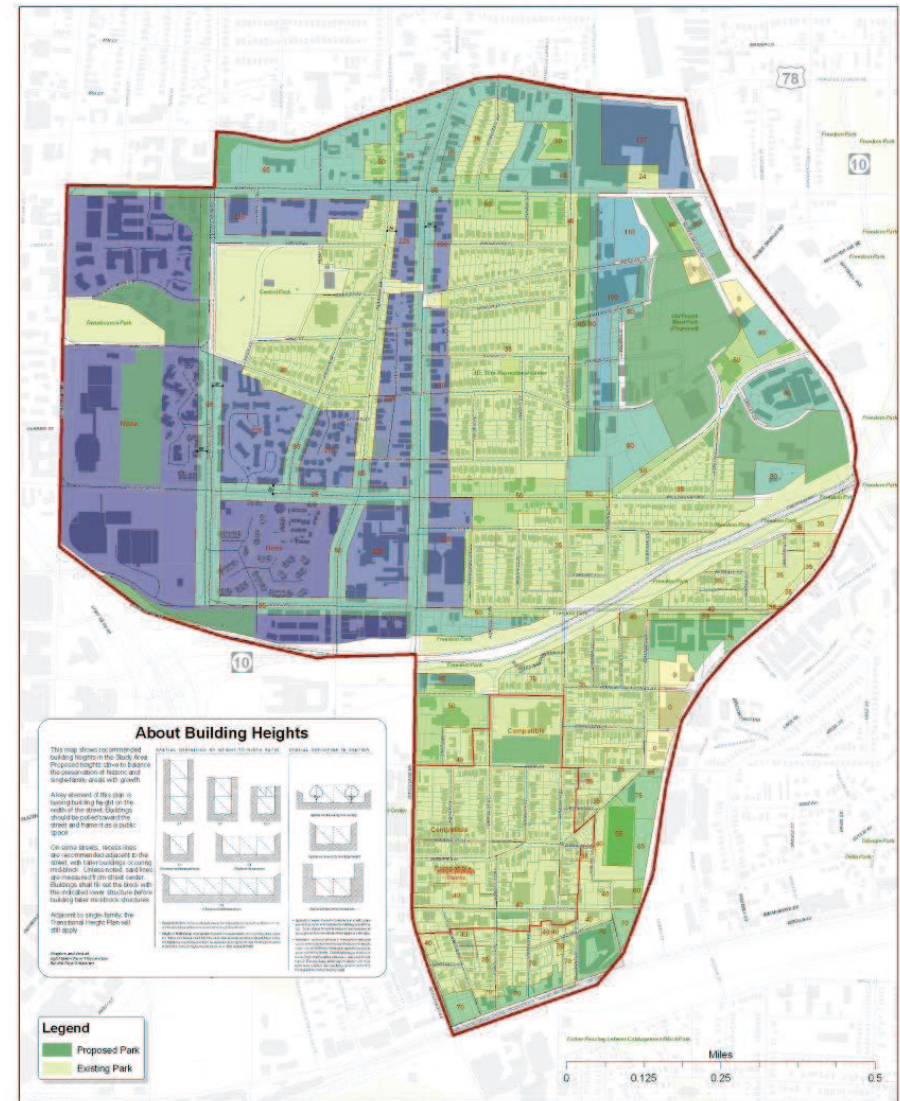
The Draft Master Plan Recommends:

- Allowing appropriate infill housing in historic district
- Preserving single-family areas
- Providing appropriate transitions between new development and old
 - Transitional Height Plane
 - Proposed height limits



The Draft Master Plan Recommends:

- Establishing maximum building heights
 - Single-family areas: 35 feet
 - Other streets: 3 to 10 stories based on street width
 - Upper level setbacks preserve open feel and allow for sunlight



Land Use Categories

Residential 1-4 Stories

- Height: 1 to 4 stories
- Uses: Single-family homes; townhouses; small condominiums, apartments and senior housing
- Residential Density: 20 units/acre

Provides a transition to existing neighborhoods



Photos are intended to show scale, not style

Land Use Categories

Residential 5-9 Stories

- Height: 5 to 9 stories
- Uses: Condominiums, apartments, senior housing, townhouses
- Residential Density: 50 units/acre



Photos are intended to show scale, not style

Land Use Categories

Mixed-Use 1-4 Stories

- Height: 1 to 4 stories
- Uses: Housing, offices, retail, and civic
- Residential Density: 25 units/acre
- Non-Residential Density: 0.2 FAR



Photos are intended to show scale, not style

Land Use Categories

Mixed-Use 5-9 Stories

- Height: 5 to 9 stories
- Uses: Housing, offices, retail, and civic
- Residential Density: 50 units/acre
- Non-Residential Density: 0.2 FAR



Photos are intended to show scale, not style

Land Use Categories

Mixed-Use 10+ Stories

- Height: 10 or more stories
- Uses: Housing, offices, retail, and civic
- Residential Density: 80 units/acre
- Non-Residential Density: 0.2 FAR



You asked for a plan that...

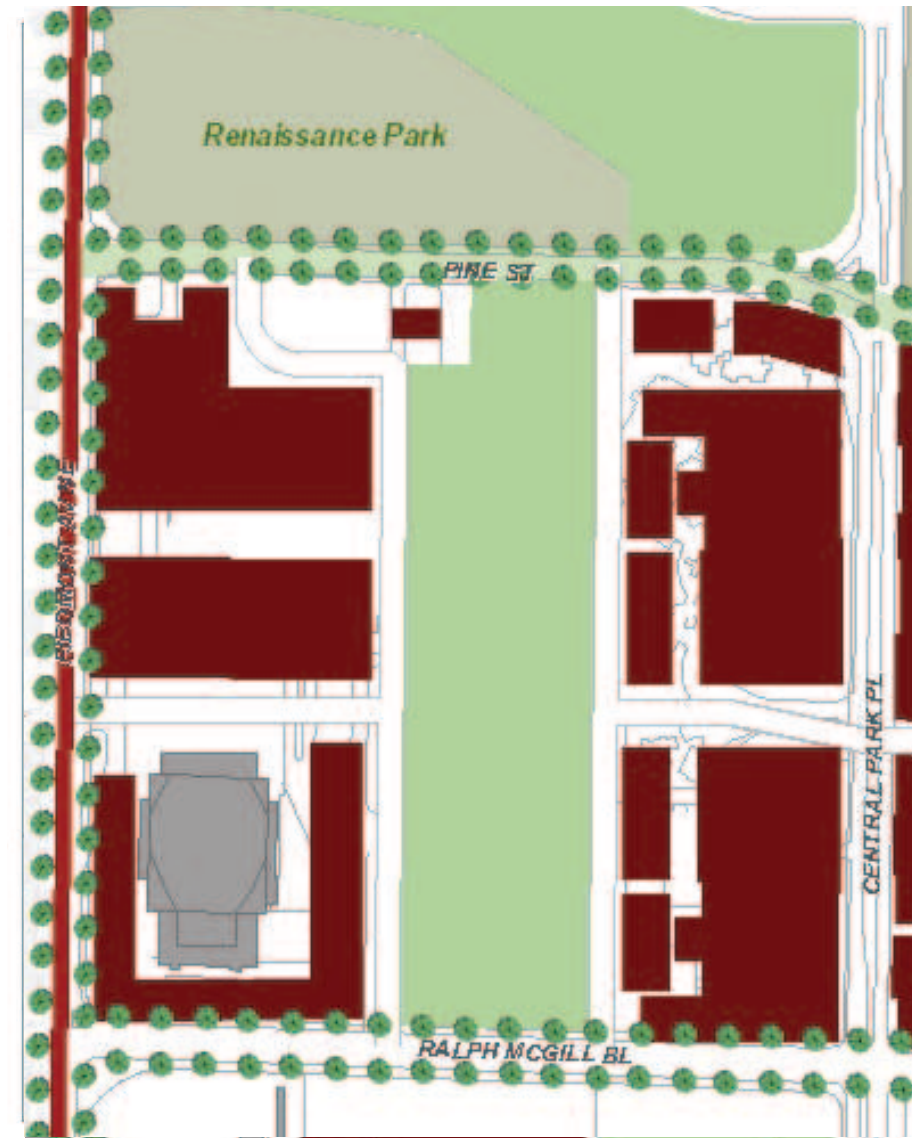
- Concentrates mixed-use development in appropriate places
- Encourages neighborhood-wide economic development



The Draft Master Plan Recommends:

Catalyst Redevelopment Sites

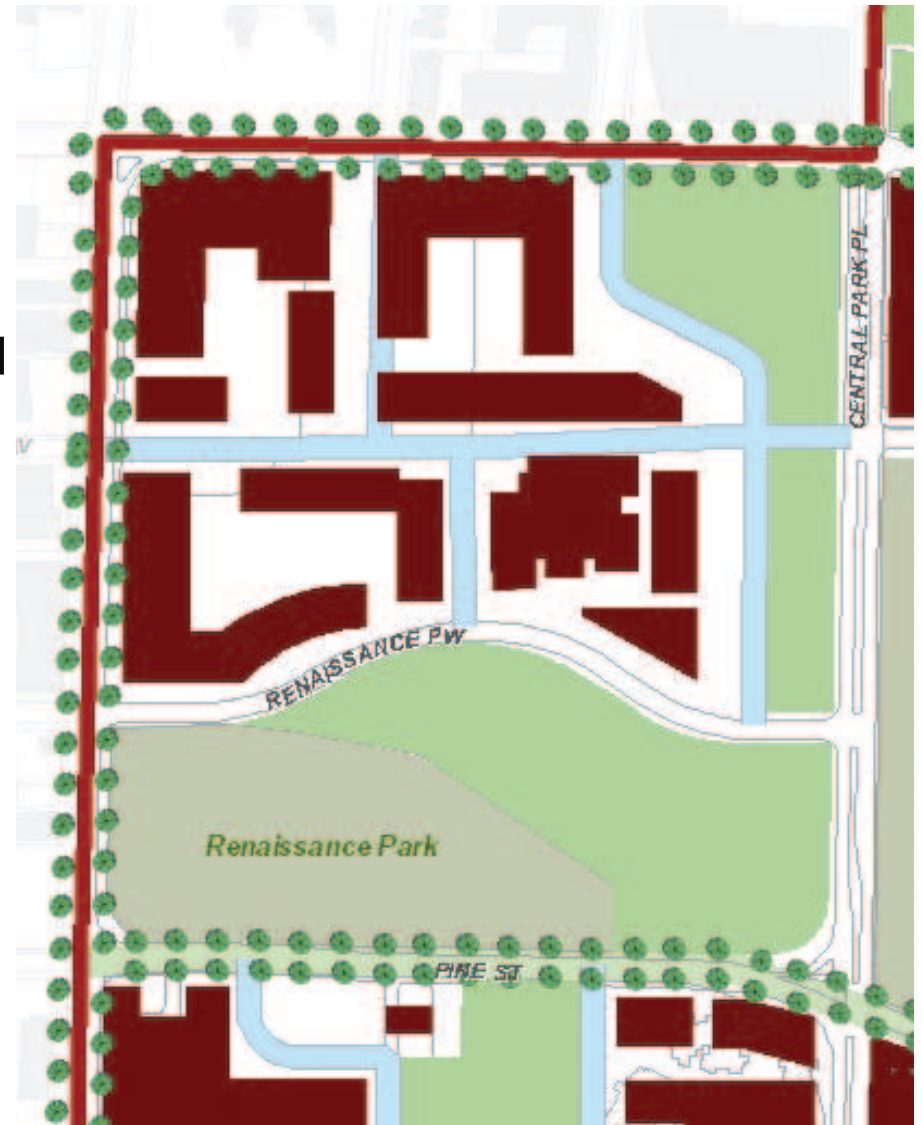
- City Hall East
 - Rehabilitate historic buildings
 - Construct new buildings around new park
 - Provide for a mix of uses
- The Civic Center
 - Subdivide the area with new streets
 - Allow new mixed-use, high-rise buildings
 - Retain the existing Civic Center



The Draft Master Plan Recommends:

Catalyst Redevelopment Sites

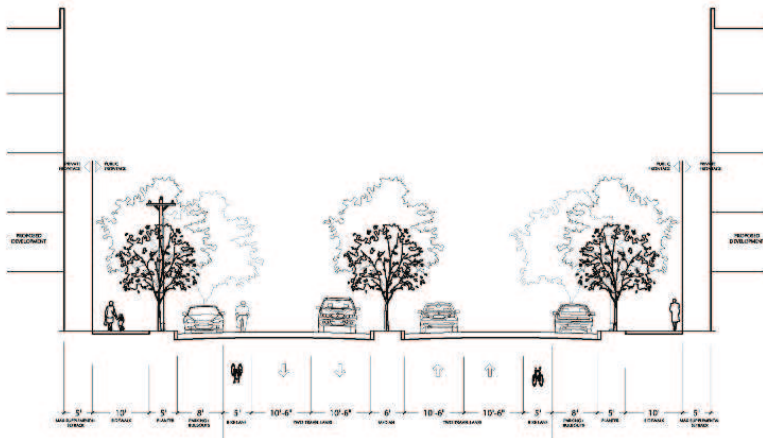
- “Renaissance Park”
 - Buildings nearing end of lives
 - Avoid gated suburban style, inward focused design
 - Encourage new street connections
 - Orient buildings to the street
 - Include new open space



The Draft Master Plan Recommends:

Catalyst Redevelopment Sites

- Boulevard corridor
 - Preserve worthy historic buildings and churches
 - Encourage mid-rise, mixed-use infill buildings
 - Step buildings back from the street
 - Provide a significant amount of new affordable housing



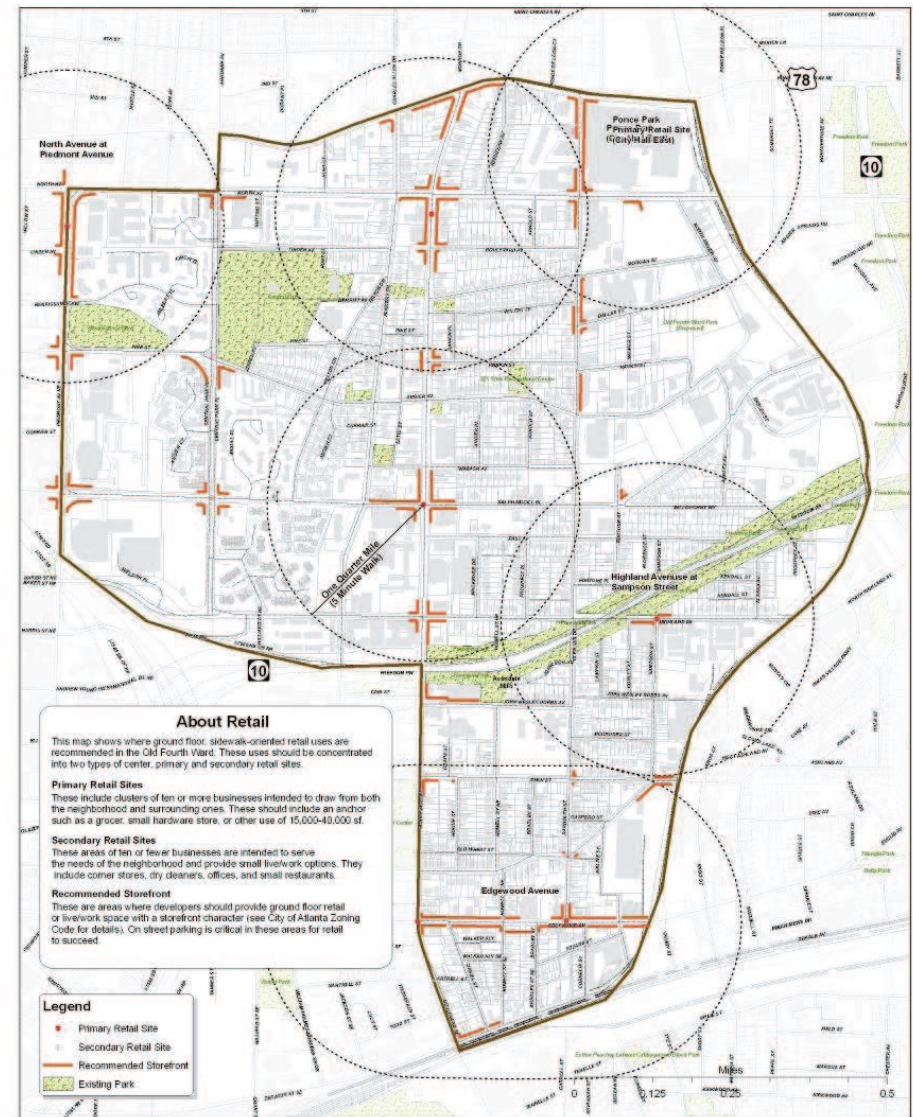
You asked for a plan that...

- Increases neighborhood commercial opportunities
- Identifies where new retail should go



The Draft Master Plan Recommends:

- Pedestrian-oriented commercial nodes
 - Focus on appropriate locations along major corridors
 - Neighborhood-oriented sidewalk retail
 - Historic commercial nodes remain



You asked for a plan that...

- Preserves and expands diverse housing options
- Allows residents to age in place
- Provides mixed-income housing



The Draft Master Plan Recommends:

- Encouraging mixed-income housing
 - Provide a variety of price points
 - Provide a variety of unit sizes
 - Focus on owner-occupied units
- Supporting the use of existing development incentives
- Rebuilding U-Rescue Villa site as a model mixed income project



You asked for a plan that...

- Emphasizes transportation alternatives
- Focuses on sustainability
- Addresses safety along key corridors



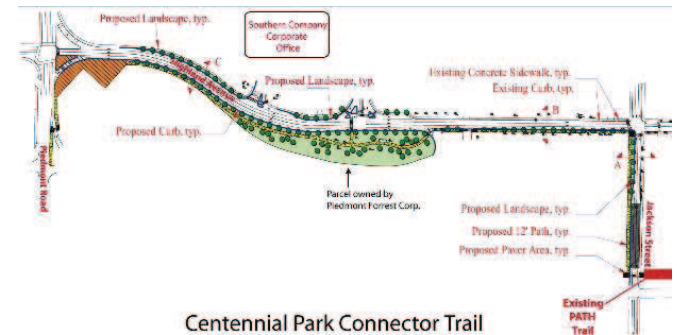
The Draft Master Plan Recommends:

- Expanding bicycle facilities
- Improving transit stops
- Upgrading intersections
- Enhancing streetscapes



The Draft Master Plan Recommends:

- Full bike lanes on:
 - Parkway
 - Irwin
- Shared Roads on
 - Highland Avenue
 - Glen Iris Drive
- Connecting Freedom Park trail to downtown
- Increasing other bike opportunities
 - Require bicycle racks in new developments
 - Transform Angier Avenue into a shared street and “green street”



The Draft Master Plan Recommends:

- Improving amenities at bus stops
 - Install additional shelters at popular stops
 - Provide information about bus route numbers and schedules
- Supporting the streetcar
 - Link the neighborhood with Peachtree Street and Centennial Park



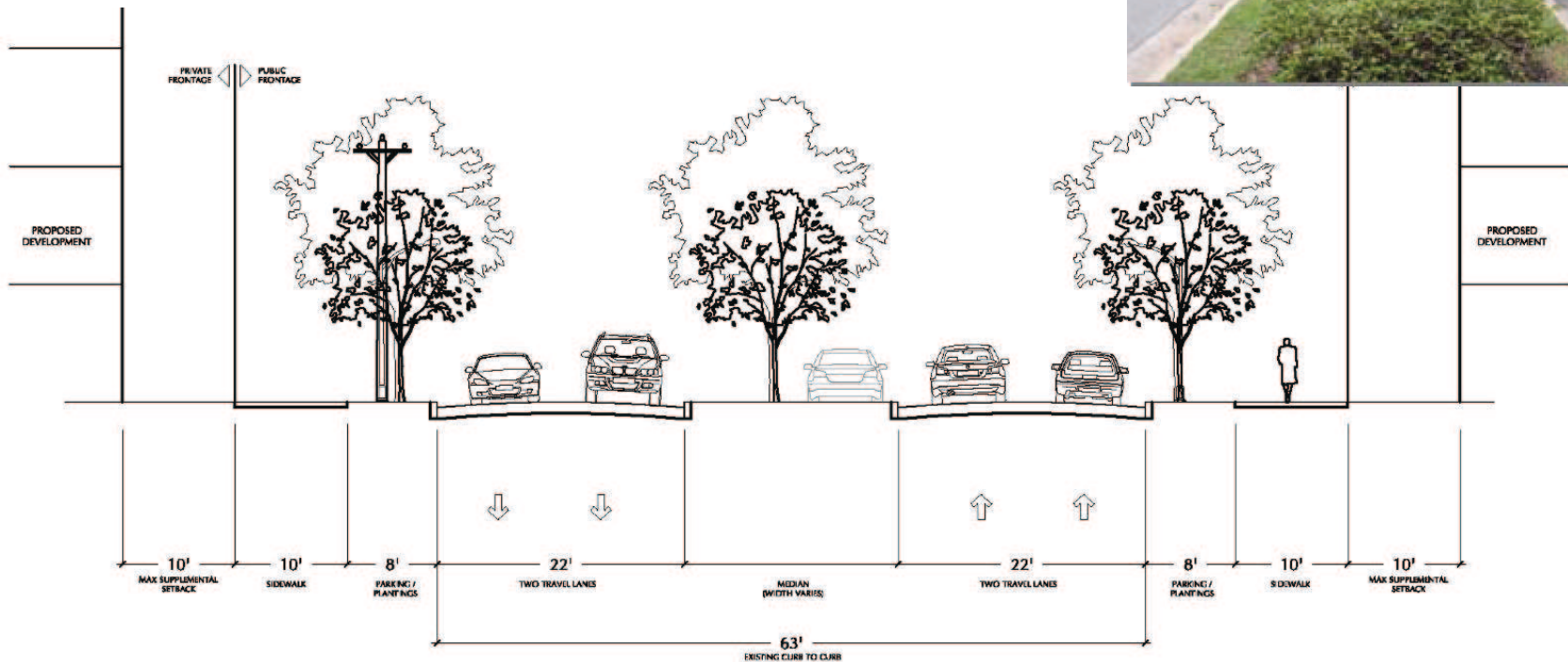
The Draft Master Plan Recommends:

- Implementing long-term enhancements to the street network:
 - Breaking up the superblocks
 - Old Fourth Ward Park area
 - Elizabeth Street area
 - Renaissance Park area
- Adding dedicated left turn lanes
 - Glen Iris at Highland Ave. and Irwin St.
- Installing traffic signal
 - Ralph McGill Boulevard at Fortune Street



The Draft Master Plan Recommends:

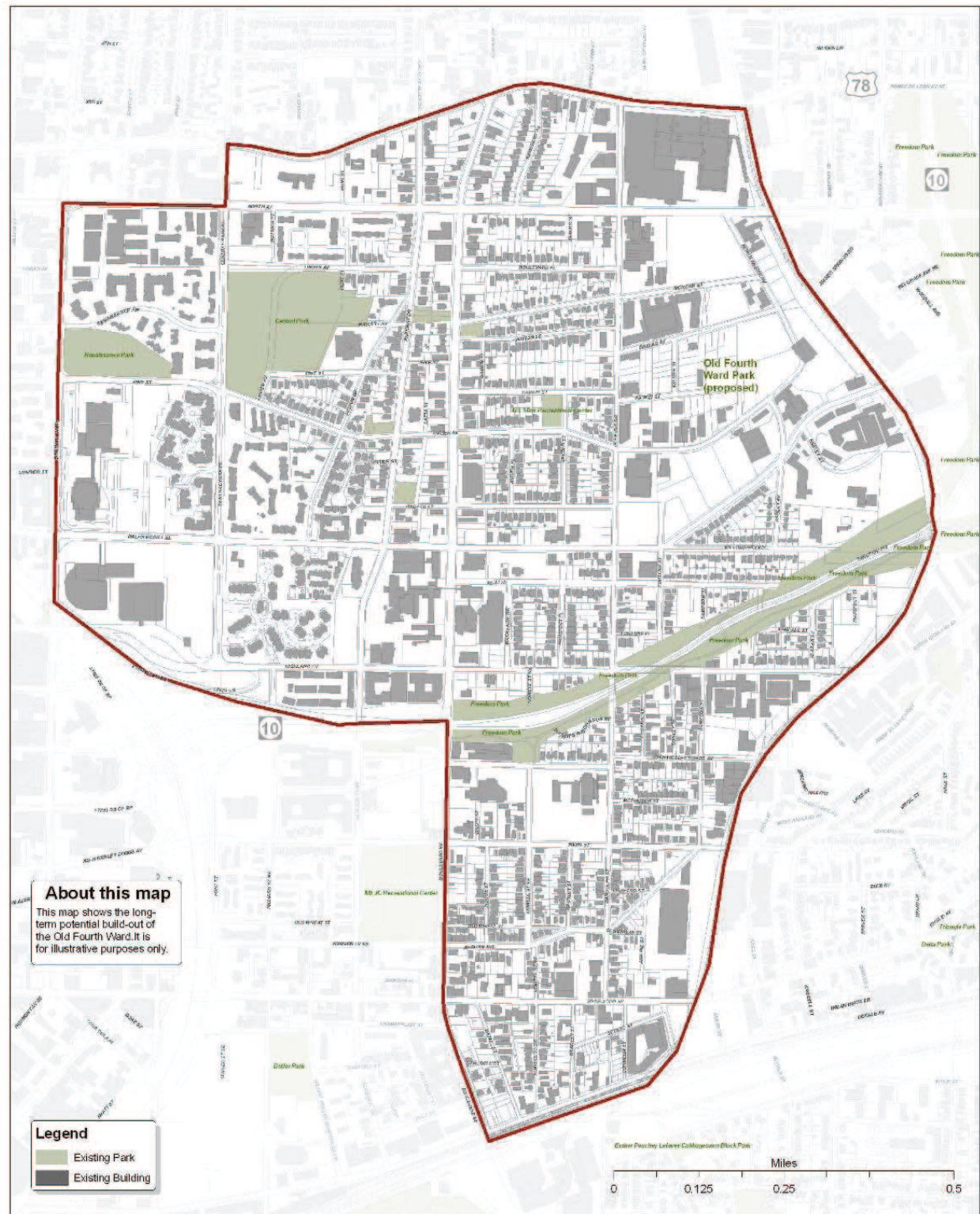
- Streetscape improvements
 - Along Boulevard, Parkway, North Avenue, Glen Iris, Irwin, Highland
 - New plantings, sidewalks, crosswalks, parking, bike lanes, and lighting



The Collective Impact



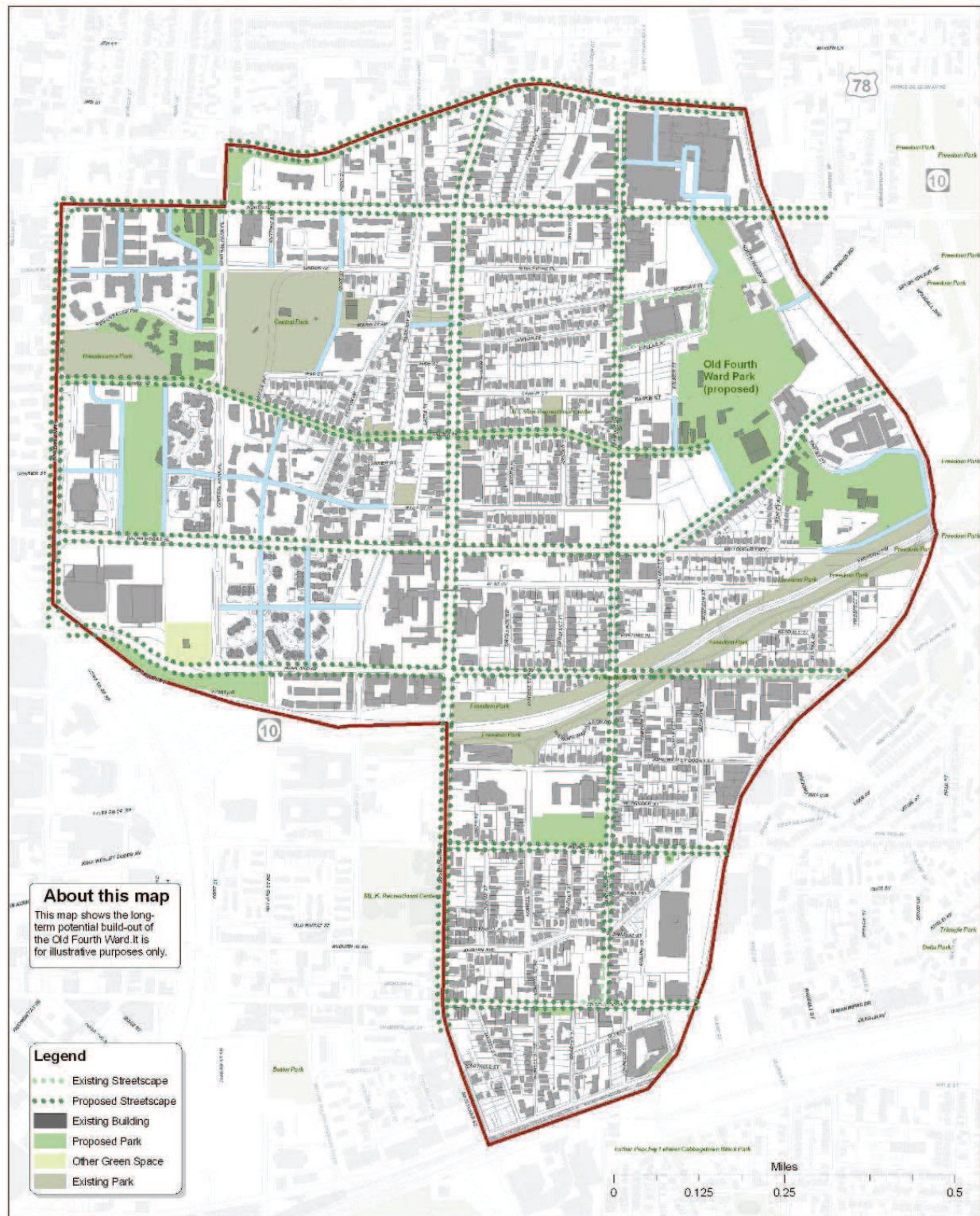
Today



Tomorrow

Public Infrastructure

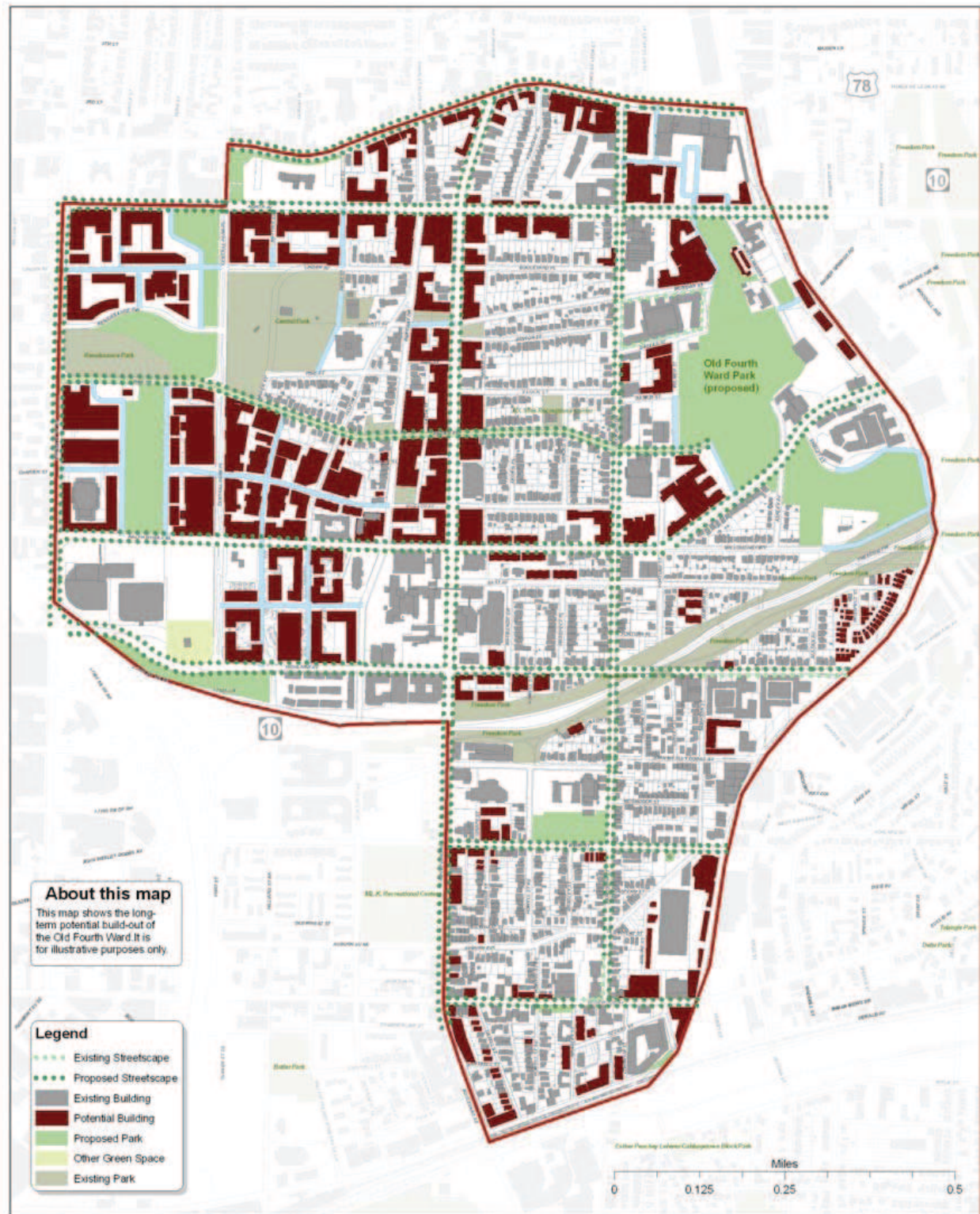
- Streetscapes
- New parks
- New streets



The Next Day

Private Investment

- Protected historic resources
- New housing options
 - “Cradle to grave” housing
 - Mixed-income
- New retail options
- New employment options
- The creation of a truly sustainable Atlanta neighborhood!



Next Steps



Next Steps

- Revise Plan based on your comments
- Determine phasing
- Finalize costs and funding options
- Prepare Master Plan Document



Important Dates

- Final Recommendations
 - August 12, 2008, 6:30 p.m., Georgia Power Auditorium
- NPU M Land Use/Executive Committee
 - August 18, 2008
- City Council First Reading/CDHR Committee
 - August 26, 2008
- ASAP Public Hearing
 - September 8, 2008
- City Council Vote
 - September 15, 2008



Questions



Breakout Session: Share Your Thoughts



Share Your Thoughts

For the draft recommendation maps use:

- Sticky notes to tell us what you like about the concepts or what you'd change.
- Orange Dots to tell us what your priority project would be for the transportation and public space maps.

Thank you very much!

